



EVERYBODY NEEDS  
HEALTHY FOOD

# The Healthy Food Shelf Network

## Healthy Food Handling Training

March 6, 2013

# Overview

- **The Minneapolis Healthy Food Shelf Network**  
*Kristen Klingler, MHD*
- **Healthy Produce Handling: A Food Shelf Perspective**  
*Rachel Henderson, Waite House*
- **Produce Handling, Merchandising, and Marketing**  
*Nora Hoeft & Siri Simons, MHD*



# Obesity and Chronic Disease in Minneapolis

- ❑ 50 % of adults are overweight or obese.
- ❑ 20.3% of adults eat the recommended daily servings of fruits and vegetables.
- ❑ Minority and low-income populations are at a higher risk for obesity and chronic health issues.



# Minneapolis Healthy Living Initiative

- ❑ Collection of 18 nutrition, physical activity, and tobacco prevention strategies.
- ❑ Creating healthy environments where people live, work, learn, play, and receive health care.
- ❑ Funded in part by the Statewide Health Improvement Program (SHIP).



# Minneapolis Healthy Food Shelf Network

- ❑ A collection of food shelves and hunger relief organizations committed to increasing the amount of healthy foods available to individuals and families in need.



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# Minneapolis Healthy Food Shelf Network

## Priority Areas

- ❑ Connect food shelves to healthy food sources
- ❑ Collectively promote healthy food donations
- ❑ Increase client demand for healthy food options

## Activities

- ❑ Bi-monthly Network meetings
- ❑ Relationship building with local healthy food sources
- ❑ Marketing and PR support
- ❑ Technical assistance
- ❑ Evaluation



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# A Food Shelf Perspective: Waite House

- Find ways to make produce more exciting
  - ▣ Displays
  - ▣ Recipes
    - Quickly pull from internet, have few ingredients
    - Translated into Spanish
  - ▣ Prioritizing fridge space for items about to spoil
- Produce Distribution
  - ▣ Bag items ahead of time for easy selection
    - (i.e. all green peppers together instead of misc. bin)
  - ▣ Nutrition Education for folks waiting in line
  - ▣ Utilize volunteers

# Healthy Food Procurement Options

- ❑ Ask donors to give healthy items
- ❑ Ask individual gardeners to “plant a row” for your food shelf
- ❑ Order free produce from Second Harvest
- ❑ Join Second Harvest’s Food Rescue program
- ❑ Reach out to retail outlets for healthy items
- ❑ Purchase healthy food





# Produce Merchandising

## □ Think F.R.E.S.H.

F=Foot Traffic Flow

R=Refrigeration

E=Ease of Shopping

S=Signage

H=Handling and Sanitation



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# 1. Foot Traffic Flow

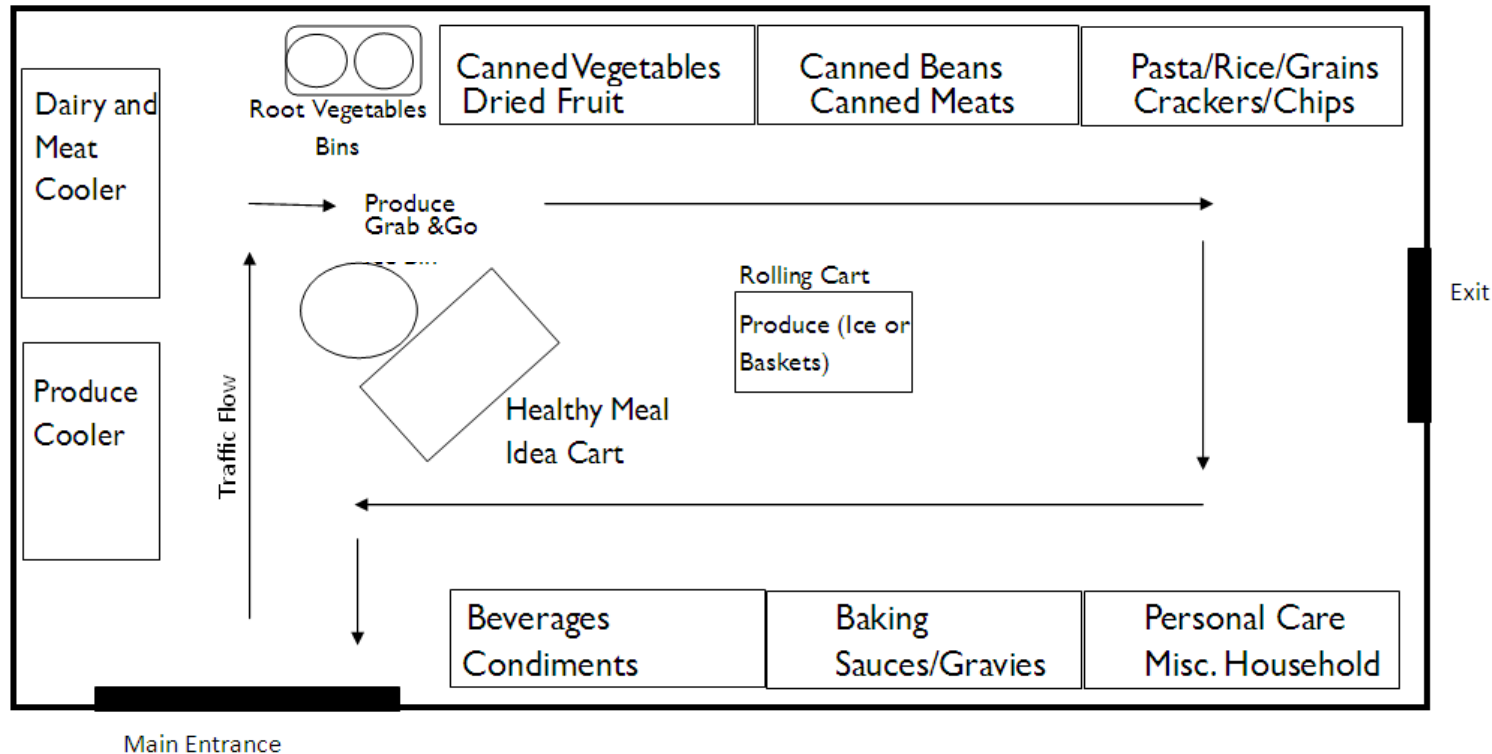
- ❑ First Impressions
- ❑ Points of Entry and Exit
- ❑ Impulse Baskets
- ❑ Food Shelf Layout



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# Food Shelf Layout

## Food Pantry Floor Plan Sample



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# Refrigeration

- Most produce can be displayed and stored under refrigeration, away from direct sunlight and misted with clean drinking water several times a day.



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# Quick Guide To Produce Refrigeration

## Do NOT refrigerate and store away from direct light:

- ☐ Avocado
- ☐ Bananas
- ☐ Basil (store in clear plastic bags)
- ☐ Eggplants
- ☐ Garlic
- ☐ Ginger
- ☐ Jicama
- ☐ Mangoes
- ☐ Okra
- ☐ Onions
- ☐ Papaya
- ☐ Persimmons
- ☐ Pineapple
- ☐ Plantains
- ☐ Pomegranates
- ☐ Pumpkins
- ☐ Russet Potatoes
- ☐ Taro Root
- ☐ Tomatillos
- ☐ Tomatoes
- ☐ Winter Squash
- ☐ Watermelons
- ☐ Yams/Sweet Potatoes



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# 3. Ease of Shopping

- Visibility
- Shelf Heights
- Eye Level
- Grab & Go/ Weigh Station Baskets
- Facing and Stacking
- Customer Service
- Atmosphere



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# Grab & Go

- Display healthy items near weigh station



- Display healthy items together that can make a meal

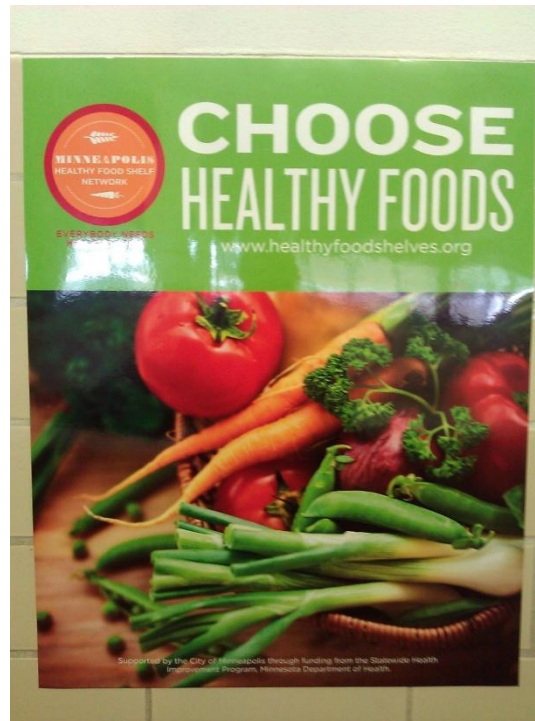
# Shelving Resources

- ❑ Local places to shop for new and used shelving units include:
- ❑ Accent Store Fixtures:  
<http://asfmn.com/index.html>
- ❑ Craigslist
- ❑ Big-box stores (Target, Walmart, etc)





# Signage



# Healthy Food Promotional Package

Item	Quantity	Cost
12x2" Laminated Category Signs	11	\$25
22 X 28" Laminated "Choose Healthy Foods Poster"	2	\$8.00
3x5" Laminated Choose Me Shelf Talkers	10	\$6.50
8.5x11" Laminated Don't Forget Produce Sign	2	\$12
Recipe Cards	200	\$6.40
12 x 14 Shallow Singlecord Wicker Baskets W/O Handles	4	\$18.36
14 x 16 Shallow Singlecord Wicker Baskets WO Handles	4	\$19.56
Shipping Cost		\$10
<b>Total</b>		<b>\$106.22</b>



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# Signage Consistency

- ❑ Be consistent with signage and displays.
- ❑ Use the **same color, font, and layout.**
- ❑ Clear, legible, and quickly recognizable signs
- ❑ draw customer attention
- ❑ provide information



# Highlight Healthy Recipes

Group healthy recipe items together with recipe card



# 5. Handling and Sanitation

- ❑ Cleanliness
- ❑ Safe Food Handling
- ❑ Rotation
- ❑ Produce Prep and Storage



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# Handling and Sanitation

- Rotation

**“First in, first out”**

- Decrease Spoilage

- Increase Quality

- Gain a Fresh Reputation



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# Handling and Sanitation

- Practice Safe Handling Procedures

***NOTICE***

EMPLOYEES  
MUST WASH  
HANDS BEFORE  
RETURNING  
TO WORK



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# Food Safety

- ❑ Fresh produce: a “non-potentially hazardous food”
- ❑ Be sure to refrigerate cut items
- ❑ MN Food Code
- ❑ Talk to your Regulatory Inspector

- ❑ Minnesota Department of Health, Minnesota Department of Agriculture. “Food Safety Guidelines Onsite Feeding Locations, Food Shelves and Food Banks.” 2003.





# A Note about Waste

- ❑ 25% of trash is food waste
- ❑ When possible, don't throw it out
- ❑ Contact Gardening Matters or your local community garden to have them collect food shelf items unsuitable for distribution



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# Questions?

- Contact Siri Simons at [siri.simons@minneapolismn.gov](mailto:siri.simons@minneapolismn.gov)



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